

## Cindy Schneible

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**From:** noreply@civicplus.com  
**Sent:** Thursday, November 29, 2018 2:27 PM  
**To:** Cindy Schneible  
**Subject:** Online Form Submittal: Promotional and Community Event Grant Application

### Promotional and Community Event Grant Application

#### Step 1

##### Important Information

- **Form Function Note:** In order to go back from a page in the form to a previous page, all required fields on the page must be populated.
- Please read the McKinney Community Development Corporation Grant Guidelines before completing this application.
- The Grant Guidelines are available on this website. They can also be obtained by calling 214-544-0296 or emailing Cindy Schneible.
- **Please call to discuss your plans for submitting an application in advance of completing this form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation  
5900 South Lake Forest Blvd, Suite 110  
McKinney, TX 75070

- If you are interested in a preliminary Board of Directors review of your project proposal or idea, please complete and submit the Letter of Inquiry form which is available on this website, by calling 214-544-0296 or by emailing Cindy Schneible.
- **Applications must be completed in full, using this form electronically (or physically with the requested thumb drive by mail), and received by MCDC by 5 p.m. on the application deadline indicated on the Grants page of this website.**

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#### Organization Information

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Name	Jamie St.Clair
Federal Tax ID Number	75-1447168
Incorporation Date	12/27/2007
Mailing Address	511 Foote St.
City	McKinney

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State	Texas
Zip Code	75069
Phone Number	972-562-1166
Fax Number	972-562-1166
Email Address	jstclair@stpetersmckinney.com
Website	www.stpetersmckinney.com
Organization Type	Nonprofit - 501(c) (Attach a copy of IRS Determination Letter)
IRS Determination Letter	<u>St. Peters IRS Determination Letter.pdf</u>
Professional Affiliations and Organizations to Which Your Organization Belongs	Episcopal Diocese of Dallas, McKinney Chamber of Commerce

#### **Representative & Contact Information**

##### **Representative Completing Application:**

Name	Jamie St.Clair
Title	Outreach Coordinator
Mailing Address	511 Foote St.
City	McKinney
State	Texas
Zip Code	75069
Phone Number	972-896-5086
Fax Number	<i>Field not completed.</i>
Email Address	jstclair@stpetersmckinney.com

(Section Break)

##### **Contact for Communications Between MCDL and Organization:**

Name	Jamie St.Clair
Title	Outreach Coordinator
Mailing Address	511 Foote St.

City	McKinney
State	Texas
Zip Code	75069
Phone Number	972-896-5086
Fax Number	<i>Field not completed.</i>
Email Address	jstclair@stpetersmckinney.com

### **Project Information**

Funding - Total Amount Requested	\$7,500
Are matching funds available?	No
Will funding be requested from any other City of McKinney entity (e.g. McKinney Convention and Visitors Bureau, Arts Commission, City of McKinney Community Support Grant)?	No
Promotional / Community Event Start and Completion Dates	8/1/2018 - 5/16/2019
Board of Directors	<i>Field not completed.</i>
Leadership Staff	<i>Field not completed.</i>
Board of Directors Attachment	<u>Board of Directors - St. Peters 2018.pdf</u>
Leadership Staff Attachment	<u>Leadership Staff - St. Peters 2018.pdf</u>

### **Narrative**

Using the outline below, provide a written narrative no longer than seven pages in length:

#### **1: Applying Organization**

- Describe the mission, strategic goals and objectives, scope of services, day-to-day operations and number of paid staff and volunteers.

- *Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Promotion / Community Event for which funds are requested.*

## **2: Promotion / Community Event**

- *Outline details of the Promotion / Community Event for which funds are requested. Include information regarding scope, goals, objectives and target audience.*
- *Describe how this initiative will **showcase McKinney and promote the city for the purpose of business development and/or tourism.***
- *Describe how the proposed Promotional / Community Event fulfills the strategic goals and objectives for your organization.*
- *Provide information regarding planned activities in support of the event, time frame / schedule, estimated attendance and admission / registration fees, if planned. **Please note: if admission / registration fees are charged, they must be limited to \$35 or less; event must be open to the public.***
- *Include the venue / location for the proposed event.*
- *Provide a timeline for the production of the event.*
- *Detail goals for growth / expansion in future years.*
- *Attract resident and visitor participation and contribute to business development, tourism and growth of McKinney sales tax revenue.*
- *Highlight and promote McKinney as a unique destination for residents and visitors alike.*
- *Demonstrate informed budgeting / financial planning – addressing revenue generation, costs and use of net revenue.*

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past?

Yes

Date

11/30/2017

Date

Field not completed.

## **3: Financial**

- *Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals*
- *Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.*

Budget

[St. Peters 2018 Budget.pdf](#)

**Overview of Promotional / Community Event Financial Goal**

Gross Revenue	\$76,000
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Projected Expenses	\$32,280
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Net Revenue	\$43,720
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Budget	<a href="#">Empty Bowls McKinney 2019 Budget.pdf</a>
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What percentage of Project / Promotional / Community Event funding will be provided by the applicant?	0
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Are matching funds available?	No
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Other Funding Sources	The Kimley-Horn Foundation has provided a \$1,400 grant, based on an employee's time contributions. Blount Fine Food is our title sponsor. We are approaching other banks and companies with sponsorship opportunities.
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**4: Marketing and Outreach**

- *Describe advertising, marketing plans and outreach strategies for this event – and how they are designed to help you achieve current and future goals.*
- *Provide a detailed outline of planned marketing, advertising and outreach activities and the amount budgeted for each.*

**5: Metrics to Evaluate Success**

- *Outline the metrics that will be used to evaluate success of the proposed Promotional / Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.*

Attach Narrative	<a href="#">Grant Narrative - Empty Bowls McKinney 2018.pdf</a>
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**Acknowledgements**

If funding is approved by the MCDC board of directors, applicant will assure:

- *The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;*

- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

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Applicant Electronic Signature	Selecting this option indicates your agreement with the above statement.
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Chief Executive Officer	The Rev. Perry Mullins
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Date	11/29/2018
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Representative Completing Application	Jamie St.Clair
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Date	11/29/2018
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#### Notes

- *Incomplete applications or those received after the deadline will not be considered.*
- *A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.*
- *Final payment of funding awarded will be made upon receipt of final report.*
- *Please use the Final Report to report your results. A PDF version is also available.*

Email not displaying correctly? [View it in your browser.](#)

# **St. Peter's Episcopal Church**

## **Empty Bowls McKinney 2018 Grant Narrative**

### **I. Applying Organization**

St. Peter's Episcopal Church is one of three Episcopal churches in McKinney and is a member of the Episcopal Diocese of Dallas. We are a thriving congregation of people who are passionate about reaching out to those in need in our community. We have thirteen staff members and untold number of volunteers.

We created our Empty Bowls McKinney event in 2012 to raise money to combat hunger in our community. The event supports hunger initiatives at Community Lifeline Center.

### **II. Community Event**

#### **a. Event Overview:**

In 2012, St. Peter's Episcopal Church joined Empty Bowls events around the world and Empty Bowls McKinney was established. Each local group that organizes an Empty Bowls event designs the event to address the needs of the hungry and food insecure residents of their community. Empty Bowls is a concept created by The Imagine Render Group ([www.emptybowls.net](http://www.emptybowls.net)) as an international grassroots effort to fight hunger. The basic premise is simple: "Potters and other craftspeople, educators and others work with the community to create handcrafted bowls. Guests are invited to a simple meal of soup and bread. In exchange for a cash donation, guests are asked to keep a bowl as a reminder of all the empty bowls in the world. The money raised is donated to an organization working to end hunger and food insecurity."

On May 16, 2019, we will hold our 8th annual event from 6:00pm to 8:00pm. Blount Fine Foods has agreed to continue as our title sponsor. We expect to increase our attendance to 1000 people. McKinney's Community Lifeline Center (CLC) is the beneficiary of our event. Last year, we provided 80% of the funds spent on food in their Lifeline Market.

In 2019, the cost for tickets will be \$25 when purchased in advance or \$35 after April 30. We also have a limited number of Collector's Club tickets for \$75. Collector's Club ticket holders get early access to the event and get to choose their event bowl from an exclusive collection. Children ages 10 and under can attend for free when accompanied by a paying adult (we want to be affordable to young families).

Our event promotes local artists from McKinney and surrounding communities. Over 50 artists are participating. Artists who donate to the silent auction have their pieces displayed for the month prior to the event in the Heard-Craig Center for the Arts. Their pieces are also promoted on our website, [www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com), and through our social media. We are working with the art programs of local high schools and colleges to give their students an opportunity to participate.

## St. Peter's Episcopal Church

### Empty Bowls McKinney 2018 Grant Narrative

We also promote the business development of local restaurants. We have 14 McKinney Square restaurants participating in Empty Bowls McKinney, each with a booth providing samples of soup or sweets. We have prominent signage on each booth displaying the restaurant name and soup type. Restaurants have the option to provide advertising flyers and/or coupons. Many restaurants had event attendees visit their establishment after the event.

#### b. Timeline

Date	Activity
08/01/18	Begin soliciting sponsors
09/01/18	Reach out to artists with participation information
10/14/18 & 10/21/18	Get Dirty - Fight Hunger I @ St. Peter's (6:30 - 8:00) - Community Bowl Making Workshop
11/30/18	Submit Special Event Permit to close Kentucky Street for event
01/15/19	Reach out to restaurants with vendor information
01/22/19	SPARC Potters have invited local painters to decorate the Collector's Club special edition bowls.
03/29/19	Auction & Showcase bowls due to McKinney Art Studio
04/15/19	Display auction bowls at Heard Craig Center for the Arts
04/29/19	Silent Auction goes live
05/03/19	Limited Edition & Event bowls due to St. Peter's
05/16/19	Empty Bowls McKinney at McKinney Performing Arts Center, 6:00 - 8:00pm



# **St. Peter's Episcopal Church**

## **Empty Bowls McKinney 2018 Grant Narrative**

### **c. Supporting MCDC Goals:**

- Empty Bowls McKinney will promote the City of McKinney for the purpose of business development and/or tourism by providing an annual, entertaining, experience to people living in the North Texas area who appreciate art and want to contribute to fight hunger in our local area. It is an event that attracts McKinney residents and visitor participation. Our attendance has increased each year as the word spreads about the event. Last year we had 800 people!
- Empty Bowls McKinney will continue to increase McKinney tourism. In 2018, over 25% of attendees lived outside of McKinney.
- The money we raise impacts the quality of life in McKinney through the hunger initiatives of Community Lifeline Center. CLC distributed 65,000+ pounds of food and hygiene items last year to people in need in North Collin County.
- We promote McKinney artists and help the art community to grow. We have grown from 2 participating artists to over 50.
- We promote the participating restaurants and increase their business. They have the opportunity at the event to bring promotional material and/or incentives to the event. We will bring 1000 people to the Square on a Thursday night in May 2019.
- Empty Bowls McKinney is a self-sustaining annual event that has demonstrated increased attendance and revenue each year. In 7 years, gross revenue has grown from \$4,500 at the first event to \$75,000 in its seventh year. Financial success of the event depends not only on attendance, but also on the sponsorships and contributions of businesses, churches and service organizations from McKinney and other Collin County Communities. Blount Fine Foods, a McKinney food manufacturer, is our title sponsor.

# St. Peter's Episcopal Church

## Empty Bowls McKinney 2018 Grant Narrative

### III. Financial:

a. **Financials:** Current financials with the 2018 budget are included. St. Peter's is only audited once every 3 years, the last year being 2015.

b. **Proposed Budget**

<b>Projected Event Income</b>	
<b>Item</b>	<b>2019 Budget</b>
MCDC Community Event Grant	\$7,500.00
Sponsorships	\$32,000.00
Donations	\$1,000.00
Bowl Making	\$1,000.00
Admissions	\$22,000.00
Silent Auction Proceeds	\$5,500.00
Raffle Proceeds	\$2,500.00
Merchandise Sales	\$200.00
Extra Bowl Sales	\$2,500.00
People's Choice	\$400.00
After Event Sales	\$1,400.00
<b>TOTAL</b>	<b>\$76,000.00</b>

<b>Projected Event Expenses</b>	
<b>Item</b>	<b>2019 Budget</b>
Supplies	\$4,750.00
Kentucky Street rentals	\$4,500.00
MPAC rental	\$500.00
Sponsor Appreciation	\$1,000.00
T-Shirts (for volunteers & artists)	\$2,500.00
Benefit Bidding - online silent auction	\$950.00
Bowl Making	\$1,500.00
Security at event	\$480.00
PayPal + Eventbrite	\$2,100.00
Advertising:	\$9,000.00
Signs	\$5,000.00
<b>TOTAL</b>	<b>\$32,280.00</b>

**NET INCOME** **\$43,720.00**

c. Net income will be disbursed to Community Lifeline Center.

# St. Peter's Episcopal Church

## Empty Bowls McKinney 2018 Grant Narrative

### IV. Marketing and Outreach:

a. Our advertising for past events has included:

- Empty Bowls cards provided to artists for MAST (McKinney Art Studio Tour)
- Posters put up in shops by retailers around McKinney
- Visits to professional groups (Rotary, Kiwanis & Lions) in McKinney
- Active Facebook page – over 1,250 likes and growing
- Facebook postings by MCDC, MPAC & participating vendors
- MPAC advertised event on their website, emails & marquee
- Advertising in our church bulletins and emails
- Ads in the nearby Homeowner's Association newsletters
- Ad in Allen Image magazine, and one article included
- Ad in Community Impact Newspaper – McKinney, Frisco & Plano editions
- Story submitted to community info at KLAK radio, KRLD radio & KERA radio
- Articles in the McKinney Courier-Gazette
- Advertise on billboard along Central Expwy in McKinney (Hobson Signs)

b. With a grant from MCDC, we hope to utilize the following advertising vehicles to help us reach our attendance goals (within and without McKinney):

- Print cards, posters & banners to advertise the event
- Advertise in Community Impact Newspaper, multiple editions
- Advertise with Star Local Media in Plano, Allen, Frisco & McKinney
- Advertise on KLAK radio station
- Advertise on billboard rider along Central Expwy in McKinney (Hobson Signs)
- Advertise on Fairview Town Center digital billboard
- Place yard signs around McKinney & Allen
- Boost posts on Facebook
- Increase traffic to event website – [www.EmptyBowlsMcKinney.com](http://www.EmptyBowlsMcKinney.com) – with additional content

Media	Proposed Budget for MCDC
Magazines & Newsletters	\$ 2,000.00
Banners & Posters & Cards	\$ 1,150.00
Newspaper	\$ 1,000.00
Yard Signs	\$ 800.00
Facebook Posts	\$ 700.00
Radio	\$ 500.00
Billboard	\$ 1,350.00
	\$ 7,500.00

# **St. Peter's Episcopal Church**

## **Empty Bowls McKinney 2018 Grant Narrative**

### **V. Metrics to Evaluate Success:**

- a. **Attendance:** We expect to bring 1000 people to the McKinney Square on a Thursday night in May 2019 and positively impact the businesses who participate in our event and/or are located nearby.
- b. **Non-McKinney Attendance:** We expect to maintain our non-McKinney participation at more than 20% of the participants in 2019.
- c. **Monetary Impact:** We expect to raise at least \$76,000 in gross proceeds and contribute \$43,000 to Community Lifeline Center.

**EMPTY BOWLS MCKINNEY**

11/29/2018

<b>Event Income</b>	<b>2019 Budget</b>
<b>Item</b>	
MCDC Community Event Grant	\$7,500.00
Sponsorships	\$32,000.00
Donations	\$1,000.00
Bowl Making	\$1,000.00
Admissions	\$22,000.00
Art Auction Proceeds	\$5,500.00
Raffle Proceeds	\$2,500.00
Merchandise Sales	\$200.00
Extra Bowl Sales	\$2,500.00
Peoples Choice	\$400.00
After Event Sales	\$1,400.00
<b>TOTAL</b>	<b>\$76,000.00</b>

<b>Event Expenses</b>	<b>2019 Budget</b>
<b>Item</b>	
Supplies	\$4,750.00
Kentucky Street rentals	\$4,500.00
MPAC rental	\$500.00
Sponsor Appreciation	\$1,000.00
T-Shirts (for volunteers & artists)	\$2,500.00
Benefit Bidding - online art auction	\$950.00
Bowl Making	\$1,500.00
Security at event	\$480.00
PayPal + Eventbrite	\$2,100.00
Advertising	\$9,000.00
Signs	\$5,000.00
<b>TOTAL</b>	<b>\$32,280.00</b>
<b>NET INCOME</b>	<b>\$43,720.00</b>

**St. Peter's Episcopal Church**  
**2018 Vestry Members**

Sara Thomas, *Sr. Warden*

Forrest Chase, *Jr. Warden*

Becky Aly

Bobby Apple

Lynn Christensen

Victor Kriechbaum

Joe Massey

Mike McCleskey

Kaye Woolery Moreno

Tom Shaw

Sandra Taylor

Eric Williams

**St. Peter's Episcopal Church  
2018 Leadership Staff**

The Rev. Perry Mullins, *Rector*

The Rev. Kathy Heitman, *Associate Rector/Youth Ministries*

The Rev. Betty Breyfogle, *Deacon*

Tammy Snively, *Ministry Coordinator*

Georgia Thompson, *Director of Children's Ministries*

Evan Marshall Snyder, *Organist and Choirmaster*

Jamie St. Clair, *Outreach Coordinator*

Mariana Pearson, *Parish Administrator*

Sharon Childers, *Parish Secretary*

Rebecca Reed, *SOF Admin*

Gabby Chase, *Youth Intern*

Tad Murley, *Sexton*

Nicholas Murley, *Assistant Sexton*

**St. Peter's Episcopal Church**  
**Statement of Revenue and Expenses - Summary View**  
**2018 Budget**

	<b>2018 Budget</b>
<b>Revenue</b>	
Operating Offerings	\$ 600,759
Other Revenue	\$ 4,985
<b>Total Revenue</b>	<u>\$ 605,744</u>
<b>Operating Expenses</b>	
Personnel	\$ 380,448
Overhead	\$ 61,331
Facility	\$ 28,151
Outreach & Diocesan	\$ 87,785
Congregational Life	
Music Ministries	\$ 11,500
Chrisitan Formation	\$ 19,746
Events	\$ 3,050
Ministry Coordinator Expenses	\$ 2,750
Worship Supplies	\$ 4,224
Other Congregational Life	\$ 3,858
<b>Total Budgeted Operating Expenses</b>	<u>\$ 602,843</u>
<b>Net Operating Revenues</b>	<u>\$ 2,902</u>
<b>Non Operating Income / (Expense)</b>	\$ 6,845
<b>Non Income Statement Expenditures</b>	
Scheduled Loan Payments - Lamar St. House	\$ 8,349
Fixed Asset Additions-Operating Budget	\$ 1,397
Fixed Asset & Debt Reductions-Donor Specified	\$ -
<b>Total Non Income Statement Expenditures</b>	<u>\$ 9,746</u>
<b>Net Total Before Vestry Action</b>	<u>\$ 0</u>
Specific Vestry Action Items (Search Expense & Property Inspection)	\$ -
<b>Net Total After Vestry Action</b>	<u>\$ 0</u>



**St. Peter's Episcopal Church**  
**Statement of Revenue and Expenses - Summary View**  
**For the month ended October 31, 2018**

	Month		YTD		Budget	Remaining	2,018
	Actual	Budget	Vs Budget	Actual	Budget		Budget
<b>Revenue</b>							
Operating Offerings	\$ 49,610	\$ 50,063	\$ (453)	\$ 458,309	\$ 500,633	\$ 142,450	\$ 600,759
Other Revenue	\$ 1,045	\$ 415	\$ 630	\$ 8,077	\$ 4,154	\$ (3,092)	\$ 4,985
<b>Total Revenue</b>	<b>\$ 50,655</b>	<b>\$ 50,479</b>	<b>\$ 176</b>	<b>\$ 466,387</b>	<b>\$ 504,787</b>	<b>\$ 139,358</b>	<b>\$ 605,744</b>
<b>Operating Expenses</b>							
Personnel	31,207	31,704	497	309,904	317,040	70,544	380,448
Overhead	4,355	5,111	756	47,614	51,109	13,716	61,331
Facility	2,366	2,346	(20)	21,773	23,459	6,378	28,151
Outreach & Diocesan	6,925	7,315	390	71,910	73,154	15,875	87,785
Congregational Life							
Music Ministries	18	958	941	7,985	9,583	3,515	11,500
Christian Formation	1,427	1,645	219	15,511	16,455	4,234	19,746
Events	-	254	254	2,517	2,542	533	3,050
Ministry Coordinator Expenses	1,142	229	(912)	2,161	2,292	589	2,750
Worship Supplies	371	352	(19)	3,394	3,520	830	4,224
Other Congregational Life	4	321	317	3,561	3,215	297	3,858
<b>Total Budgeted Operating Expenses</b>	<b>47,814</b>	<b>50,237</b>	<b>2,423</b>	<b>486,329</b>	<b>502,369</b>	<b>116,514</b>	<b>\$ 602,843</b>
<b>Net Operating Revenues</b>	<b>2,841</b>	<b>242</b>	<b>2,599</b>	<b>(19,942)</b>	<b>2,418</b>	<b>22,844</b>	<b>\$ 2,902</b>
<b>Non Operating Income / (Expense)</b>	<b>1,135</b>	<b>570</b>	<b>564</b>	<b>10,875</b>	<b>5,704</b>	<b>(4,030)</b>	<b>\$ 6,845</b>
Non Income Statement Expenditures							
Scheduled Loan Payments - Lamar St. Ho	767	696	(71)	7,229	6,958	1,120	\$ 8,349
Fixed Asset Additions-Operating Budget	-	116	116	-	1,165	1,397	\$ 1,397
Fixed Asset & Debt Reductions-Donor Sp	-	-	-	-	-	-	\$ -
<b>Total Non Income Statement Expenditures</b>	<b>767</b>	<b>812</b>	<b>45</b>	<b>7,229</b>	<b>8,122</b>	<b>2,518</b>	<b>\$ 9,746</b>
<b>Net Total Before Vestry Action</b>	<b>\$ 3,208</b>	<b>\$ 0</b>	<b>\$ 3,208</b>	<b>\$ (16,296)</b>	<b>\$ 0</b>	<b>\$ 16,297</b>	<b>\$ 0</b>
Specific Vestry Action Items (Search							
Expense & Property Inspection)	0	0	0	0	0	0	\$ -
<b>Net Total After Vestry Action</b>	<b>\$ 3,208</b>	<b>\$ 0</b>	<b>\$ 3,208</b>	<b>\$ (16,296)</b>	<b>\$ 0</b>	<b>\$ 16,297</b>	<b>\$ 0</b>